

## California Red Ribbon Program 2005

### Partnering with Families™

A new Red Ribbon Program for California is being launched in October 2005. The theme of the program has been adopted to work in harmony with the Partnership for a Drug-Free America's national campaign **Partnering with Families™**. The **Partnering with Families™** campaign is designed to inspire more parents and other family influencers to connect with their kids in ways that persuade them not to use drugs.

The goal of this year's California Red Ribbon Program is to educate families on the importance of parents and caregivers having regular, ongoing communication with children and teens about the risks of alcohol, tobacco, and drugs and the benefits of a healthy, drug-free lifestyle. While Red Ribbon has typically been celebrated during the last week of October, this new program has been expanded to the entire month of October in 2005.

The program has been developed by a strong coalition of nonprofit organizations and state agencies which includes: The Partnership for a Drug-Free America, California State Parent Teachers Association, California Department of Education, Friday Night Live Partnership, Californians for a Drug-Free Youth, Drug Enforcement Administration, California Department of Alcohol and Drug Programs, National Guard, and the California Police Chiefs Association.

The 2005 Red Ribbon program's theme, **Partnering with Families™**, was inspired by the startling findings of the 2004 Partnership Attitude Tracking Study (PATS) conducted by The Partnership for a Drug-Free America for the 17<sup>th</sup> consecutive year. This study tracks the attitudes of parents and teens toward drugs as well as teen drug use. Here are two key determinations of that study which the 2005 California Red Ribbon Program has been developed to address:

***Kids who learn a lot about the dangers of drugs from their parents are up to half as likely to use drugs.***

***Only 32% of kids learn a lot about the risks of drugs from their parents.***

#### **Program Components**

1. **Weekly Talking Points** for teachers, students and their parents/caregivers around the risks of drugs, alcohol, and tobacco and the benefits of a healthy, drug-free lifestyle.
  - Week 1 - Alcohol and tobacco
  - Week 2 – Illicit drugs
  - Week 3 – Prescription drugs, over the counter drugs, and steroids
  - Week 4 – A healthy, drug-free lifestyle
2. **A Red Ribbon Pledge Card** for parents/caregivers and their children to both sign demonstrating their commitment to maintaining an open dialogue about the dangers of these substances and the benefits of a healthy, drug-free lifestyle.
3. **A Program Toolkit (CD)** will be mailed to 6,400 California elementary schools (K-8). The CD will contain the pledge card, information on the weekly talking points for teachers, and additional resources.
4. **A Parent Toolkit (CD)** will be mailed to all 4,800 PTA Chapters statewide. It will include a series of the Partnership's television public service announcements targeted at parents, information and resources on talking with kids and teenagers about alcohol, tobacco, and drugs and the pledge card.
5. **A Red Ribbon website**, hosted by the California Chapter of the Partnership for a Drug-Free America, will contain all program materials and links to all coalition organizations. [www.drugfreeca.org](http://www.drugfreeca.org).